

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Merriman et al.	Art Unit	: 3688
Serial No.	: 10/798,444	Examiner	: Michael H. Goldman
Filed	: March 12, 2004	Conf. No.	: 5265
Title	: METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INTERVIEW SUMMARY

Applicants thank the Examiner for the courtesy of the in-person interview held on November 17, 2009. During the interview claims 1-23 were discussed, as were the rejections of claims 1-14. The substance of applicants' remarks is set forth in the paper submitted by applicants on November 12, 2009.

Respectfully submitted,

Date: 22 December 2009

/George P. Bonanto/  
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